

Nevada Strategic Action Plan: Maternal and Child Health Program (2016-2020)

The Nevada Division of Public and Behavioral Health (DPBH) Maternal and Child Health (MCH) Strategic Action Plan covers the period between October 1, 2016 and September 30, 2020. This plan is a blueprint for the activities to be undertaken to meet Nevada's priority needs. All activities involve diverse public and private partners/stakeholders to assist with identifying priorities and monitoring the progress of this plan, including making appropriate adjustments to activities as needed towards improving outcome measures.

Domains	Priority	Objectives	Strategies	National Outcome Measures	Selected National/State Performance Measures	Evidence-based or Informed Strategy Measures
Women/ Maternal Health	Improve preconception and interconception health among women of childbearing age	1. Increase the percent of women ages 15-44 receiving routine checks-up in the previous year to 70% by 2020	Collaborate with public and private partners to provide target population with information on the benefits available through the Affordable Care Act and link them to appropriate health care coverage options	Rate of severe maternal morbidity per 10,000 delivery hospitalizations	NPM 1: Percent of women with a past year preventive visit	
			Collaborate with public and private partners to conduct outreach, education, and eligibility assistance to promote utilization of family planning and link women to appropriate health services, screenings (breast and cervical cancer, substance use/misuse, behavioral/mental health, postpartum depression, etc.), LARC, and use of 1-key question			
		2. Increase to 77.9% by 2020 pregnant women/new mothers receiving prenatal care in first trimester	Collaborate with public and private partners to engage (outreach) and educate (e.g. website, materials, etc.) target population, communities, and health care professionals, regarding women's health, including early prenatal care and screenings	Maternal mortality rate per 100,000 live births	SPM 1: Percent of pregnant women/new mothers reporting late or no prenatal care	

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			Collaborate with public and private partners to conduct training at schools and on college campuses focused on rape and sexual assault prevention	Percent of low birth weight deliveries (<2,500 grams)		
			Partner to conduct and/or fund survey activities that ask questions regarding pre and interconception care	Percent of very low birth weight deliveries (<1,500 grams)		
			Collaborate with MCH Coalition and other partners to improve health literacy, including health promotion campaigns and dissemination of health information (including translation/interpretation)	Percent of moderately low birth weight deliveries (1,500-2,499 grams)		
			Collaborate with public and private partners to conduct data collect, surveying and other activities to improve maternal health and birth outcomes	Percent of preterm births (<37 weeks)		Number of Title V funded partners that disseminate materials to raise awareness of the importance of a well-woman visit, coverage benefits, and how to find a provider
				Percent of early preterm births (<34 weeks)		
				Percent of late preterm births (34-36 weeks)		
				Percent of early term births (37, 38 weeks)		
				Perinatal mortality rate per 1,000 live births plus fetal deaths		
				Infant mortality rate per 1,000 live births		

Domains	Priority	Objectives	Strategies	National Outcome Measures	Selected National/State Performance Measures	Evidence-based or Informed Strategy Measures
				Neonatal mortality rate per 1,000 live births		
				Post neonatal mortality rate per 1,000 live births		
				Preterm-related mortality rate per 100,000 live births		
Perinatal/ Infant Health	Breastfeeding promotion	1. Increase the percent of children who are ever breastfed to 90% by 2020	Collaborate with public and private partners to conduct applicable trainings for healthcare personnel (includes training/support of safe sleep)	Post neonatal mortality rate per 1,000 live births	NPM 4: a) Percent of infants who are ever breastfed b) Percent of infants breastfed exclusively through 6 months	
		2. Increase the percent of children who are exclusively breastfed at 6 months to 25% by 2020	Partner with MCH Coalition on activities and website postings to increase awareness, community-wide support and business education of breastfeeding, safe sleep, etc. (includes FIMR)	Sleep-related Sudden Unexpected Infant Death (SUID) rate per 100,000 live births		
		3. Increase the percent of baby-friendly hospitals in Nevada to 33.3% by 2020	Collaborate with public and private partners to increase the number of Nevada hospitals (birthing facilities) receiving training on Baby Steps to Breastfeeding Success or designated as Baby Friendly			Number of hospitals (birthing facilities) receiving training on Baby Steps to Breastfeeding Success or designated as Baby Friendly by Baby Friendly USA
Child Health	Increase developmental Screening	1. Increase the percent of children (10-71 months) who receive a developmental screening using a parent-completed screening tool to 31.9% by 2020	Collaborate with public and private partners to develop to communicate the importance of developmental screenings, including referral to appropriate health professionals	Percent of children meeting the criteria developed for school readiness (DEVELOPMENTAL)	NPM 6: Percent of children, ages 10 through 71 months, receiving a developmental screening using a parent-completed screening tool	Number of Title V funded partners providing developmental screening in the past year

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			Collaborate with MCH public and private partners to conduct outreach to educate individuals, families and communities regarding the benefits of the medical home portal for CYSHCN			
			Collaborate with MCH partners to train providers on the parent-completed screening tool			
			Collaborate with public and private partners on community events, trainings and other events/activities which include information about the importance of developmental screenings			
			Collaborate with MCH partners to pilot a project to develop a Medical Home toolkit to bridge the gap between families and health care providers			
	Promote healthy weight	Increase % of children who are physically active	Collaborate with public and private partners to conduct survey activities to track and trend weight data for target population	Percent of children in excellent or very good health	NPM 8: Percent of children 6-11 who are physically active at least 60 minutes per day	
			Collaborate with state partners, including the educational system, to increase the percent of elementary schools that adopt a physical activity plan/policy			

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Adolescent Health			Collaborate with public and private partners to link children to appropriate health services, including screenings, vaccinations, etc.			
			Collaborate with public and private partners to expand physical activity opportunities outside of school hours			
			Disseminate educational materials to partners for statewide distribution			
	Improve preconception and interconception health among women of childbearing age	Increase the percent of adolescents aged 12-17 with a preventive medical visit in the past year to 78% by 2020	Collaborate with public and private partners to provide target population with information on the benefits available through the Affordable Care Act and link them to appropriate health care coverage options	Percent of children in excellent or very good health	NPM 10: Percent of adolescents, ages 12 through 17, with a preventive medical visit in the past year	Number of Title V partners that conducted activities to promote preventive well visits for youth in the past year
			Collaborate with public and private partners to conduct outreach, education, and eligibility assistance to promote utilization of family planning and link women to appropriate health services, vaccinations, screenings (breast and cervical cancer, substance use/misuse, behavioral/mental health, postpartum depression, etc.), LARC, and use of 1-key question			

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			Collaborate with public and private partners on activities focused on bullying, rape and sexual assault prevention, suicide, and other factors that negatively impact health			
	Promote healthy weight	Increase the percent of middle school and high school students who are physically active at least 60 minutes a day to 48.8%	Collaborate with state partners, including the educational systems, to increase the percent of middle and high schools that implement a physical activity plan	Adolescent mortality rate ages 10 through 19 per 100,000	NPM 8: Percent of Adolescents 12-17 who are physically active at least 60 minutes per day	Percent of middle and high schools that implement a physical activity plan
			Collaborate with public and private partners to expand physical activity opportunities outside of school hours	Percent of children and adolescents who are overweight or obese (BMI at or above the 85th percentile)		
			Disseminate educational materials to partners for statewide distribution			
	Reduce teen pregnancy	Reduce pregnancies and repeat pregnancies among adolescent females aged 15 to 17 years to 36.2 pregnancies per 1,000 by 2020	Collaborate with State Abstinence Education Grant Program (AEGP) and the State Personal Responsibility Education Program (PREP) on meetings with partners to ensure evidence-informed education is provided	Adolescent motor vehicle mortality rate, ages 15 through 19 per 100,000	SPM 2: A. Percent of teenage pregnancies and B. Percent of repeat teen births	
		Reduce pregnancies and repeat pregnancies among adolescent females aged 18 to 19 years to 105.9 pregnancies per 1,000 by 2020	Collaborate with community partners on educational campaign focused on decreasing teen pregnancy (repeat pregnancy)	Adolescent suicide rate, ages 15 through 19 per 100,000		

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				Percent of children with a mental/behavioral condition who receive treatment or counseling		
				Percent of children 6 months through 17 years who are vaccinated annually against seasonal influenza		
				Percent of adolescents, ages 13 through 17, who have received at least one dose of the HPV vaccine		
				Percent of adolescents, ages 13 through 17, who have received at least one dose of the Tdap vaccine		
				Percent of adolescents, ages 13 through 17, who have received at least one dose of the meningococcal conjugate vaccine		
Children with Special Health Care Needs	Improve care coordination	Increase the percent of children with special health care needs with a medical home in the past year to 53.3% by 2020	Partner to support the implementation of Medical Home Portal including awareness, professional development, Nevada 2-1-1 activities, etc.	Percent of children with special health care needs (CSHCN) receiving care in a well-functioning system	NPM 11: Percent of children with and without special health care needs having a medical home	

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		Increase the percent of children without special health care needs with a medical home in the past year to 54.8% by 2020	Partner to identify and conduct outreach to population groups (including families) with the greatest need (e.g. racial/ethnic group, payer, rural/urban) regarding availability and benefits of Medical Home Portal	Percent of children in excellent or very good health		Number of public outreach events to educate the CYSHCN population about how to access and benefits of medical home portal.
		Increase the number of WIC, Home Visiting, Healthy Start, and other program participants that received information on the benefits of a medical home		Percent of children ages 19 through 35 months, who have received the 4:3:1:3(4):3:1:4 series of routine vaccinations		
		Increase the number of referrals to Nevada's medical home portal		Percent of children 6 months through 17 years who are vaccinated annually against seasonal influenza		
				Percent of adolescents, ages 13 through 17, who have received at least one dose of the HPV vaccine		
				Percent of adolescents, ages 13 through 17, who have received at least one dose of the Tdap vaccine		
				Percent of adolescents, ages 13 through 17, who have received at least one dose of the meningococcal conjugate vaccine		

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Cross-cutting/ Life Course	Reduce substance misuse during pregnancy	Reduce the percent of women who smoke during pregnancy	Collaborate with public and private partners to promote use of the State's tobacco Quitline for pregnant women and new mothers	Rate of severe maternal morbidity per 10,000 delivery hospitalizations	NPM 14a: a) Percent of women who smoke during pregnancy b) Percent of children who live in households where someone smokes	Number of pregnant women and new mothers who called the quitline for assistance in the past 12 months
			Disseminate educational materials to partners for statewide distribution			
			Collaborate with public and private partners to improve outcomes related to the use/misuse of other substances			
	Reduce children's exposure to second-hand smoke	Reduce the percent of children who are exposed to secondhand smoke	Collaborate with public and private partners to ensure pregnant women and new mothers have access to smoking cessation services	Maternal mortality rate per 100,000 live births	SPM 3: Percent of women who misuse substances during pregnancy	
		Increase the percent of women who call the quitline for assistance	Promote sobermomshealthybabies website	Percent of low birth weight deliveries (<2,500 grams)		
		Reduce the percent of women using substances during pregnancy		Percent of very low birth weight deliveries (<1,500 grams)		
				Percent of moderately low birth weight deliveries		
				Percent of preterm births (<37 weeks)		
				Percent of early preterm births (<34 weeks)		
				Percent of late preterm births (34-36 weeks)		
				Percent of early term births (37, 38 weeks)		
				Perinatal mortality rate per 1,000 live births plus fetal deaths		

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				Preterm-related mortality rate per 100,000 live births		
				Sleep-related Sudden Unexpected Infant Death		
				Percent of children in excellent or very good health		
	Increase adequate insurance coverage among children	Increase the percent of adequately insured children	Collaborate with MCH partners to provide information on the benefits available through the Affordable Care Act	Percent of children with special health care needs (CSHCN) receiving care in a well-functioning system	NPM 15: Percent of children ages 0 through 17 who are adequately insured	Number of Title V funded partners that offer assistance with completing insurance applications, including assistance to at-risk populations (e.g., in multiple languages)
		Increase the number of Title V funded partners that offer assistance with completing insurance applications, including assistance to at-risk populations and in multiple languages	Increase information and referral across the lifespan into Medicaid and Nevada CHIP	Percent of children without health insurance		
			Partner to ensure assistance with all aspects of the enrollment and renewal is provided (navigators)			